Straight Advertising

Publication	Date
NYTBR	Nov. 2
Village Voice	Nov. 11
Boston Phoenix	Nov. 28
San Francisco Bay Guardian	Nov. 29
L.A. Weekly	Oct. 31
Chicago Reader	Oct. 31

EWEC AD SCHEDULE — DOUBLEDAY

Co-op Advertising

B. Dalton

Ingrams

Lauriats

Mountains and Plains

N.E. Bookseller's Association

Paperback Catalog Service

Pacific Northwestern Bookseller's Association

San Francisco Chronicle/Examiner

Walden's

IF BKSPR BUYS $X, THEY GET $Y ADS (DD splits the bill)

Book Coupon Insert in New York Times

Christmas Catalogs

Dalton

Walden

NE Bkseller

Ingram

Lauriats

Mtns + Plains

Coupon inserts in NYT

DOUBLEDAY CALL LOG
(Richard)

October 20

Call to Donna Schrader, Publicity/Promotion
212-984-7098

1. Is there a written marketin or promotion plan that we could have a copy of to know what is being done?

Answer: NO, "different departments are doing different things."

2. Are there any reviews of the Catalog that we could use in our own promotion, could we get them when they come in?

NO, the book isnt even published yet (When is pub date?) October 24 (ie in 4 days!!)

3. Can you tell me what is being done to promote the book?

Possible radio interviews for Stewart Brand.

SUMMARY: Uncooperative, unfriendly, disnterested and thoroughly unhelpful. Like talking to a career civil servant who is marking time until retirement.

October 24 Call to Donna Schrader

Calling to inquire re the 20 copies promised by her to J. Baldwin last week. "Well. sometimes it just takes a long time." I explained Baldwin had just been interviewed and we didnt even have a copy to give the reviewer. "Well, I'll send you 5 copies today." I impressed upon her that Doubleday was paying for the publication party Thursday and that we needed books for the event. "Well, is there anything else?"

October 24, call to Pam Byers, who did retail store sales support for software catalog.

Called last Friday, told to call Monday (10/24) Called and left message, and was never called back

- co-op ADS

TW# 2853215

① BKS - wrong

② SALES FIGURES

✗ ③ SUN-TIMES?

KAREN: 11/13/86

① → RETURN SOFTWARE CATALOGS

② DDM.

→ will give head for study National
⇒ Today show maybe
⇒ .

→ another mailing of release & to features editors

→

OMNI may do story
Have it seen Sun-Times

QPB

→

send copy of II-J → helps generate enthusiasm

→ covers - don't have overs (since paperback)
→ sales figures - ? 45,000 figure
still worried - lots of books out there
not sure to many - no better sense
of how to

⇒ Lor copy & labels

→ f/u calls - "gentle"

understand you - have copy, we have some supplementary material

→ Chr Sci Times ⇒ Today ?

⇒ USA Today - 10/24/86

Ms Pockell

- call myself at 9 AM one time
- he's busy 11:30-12 one time
- or 1:30 one time

DDAY

11/9

CALLED LES, call taken by ELITHEA —
requesting list of review copies sent -

transferred to CHRIS SCHWARTZ in REVIEWS
who said she'd have to talk to
Les + to Publicity before committing
to give us a list of the
"hundreds" of review copies
sent out (!)

Said reviews need go thru her to
Les (as editor), he sends to us.